



Nicholas Greif <nicholas.greif@lacity.org>

Re: Hollywood Media District Proposal on Highland Avenue - Drought Tolerant Medians

2 messages

Sarah Dusseault <sarah.dusseault@lacity.org>

Wed, Feb 3, 2016 at 5:30 PM

To: Renee Weitzer <renee.weitzer@lacity.org>

Cc: Nicholas Greif <nicholas.greif@lacity.org>

Sounds worthy but she should fill out a discretionary request.

Nick can you send?

Sarah

✶ On Wed, Feb 3, 2016 at 5:05 PM, Renee Weitzer <renee.weitzer@lacity.org> wrote:
any opinion ?

----- Forwarded message -----

From: **Media District** <[REDACTED]>

Date: Tue, Feb 2, 2016 at 3:10 PM

Subject: Hollywood Media District Proposal on Highland Avenue - Drought Tolerant Medians

To: Renee Weitzer <renee.weitzer@lacity.org>

Cc: Jim Omahen <[REDACTED]>

Dear Renee:

It was so lovely to see you today and catch up on life with you. I wanted to take this opportunity to present a project to Councilmember Ryu on behalf of the Hollywood Media BID. The Hollywood Media BID has been in existence since 2000 and just renewed for an additional 10 years ending in 2024. One of the major thoroughfares through the BID is Highland Avenue where there are six (6) medians that are in desperate need of rehabilitation between Melrose (south) to Fountain (north). Currently the medians are overgrown, missing plant materials and constantly having irrigation problems. The cost to maintain them exceeds their value to the BID. I am proposing to remove all the plant material (just keep the Palms), replant with drought tolerant plants, and of course upgrade the irrigation to a drip system.

Since the BID is on a fixed revenue stream (assessments from property owners), there is no way that we can financially rehabilitate the medians without assistance from the City or the City Family. This is where I need your help. When you come to Hollywood, please take a drive up Highland Avenue (from Melrose to Fountain) and view the current condition of the medians. Let me know your thoughts and if Councilmember Ryu would be interested in participating with the BID Community. I really believe that this is a worthwhile project where it would be a win win for the City.

Regards,

Lisa Schechter
Executive Director

Hollywood Media District BID
1040 N. Las Palmas Avenue
Hollywood, CA 90038
(323)860-0025 Direct
(323)860-0026 Fax

MediaDistrict.org

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Renee Weitzer
Chief, Land Use Planning
Councilman David Ryu
District Four

COUNCILMEMBER • DISTRICT 4
DAVID RYU
SERVING OUR NEIGHBORHOODS

Sarah Dusseault
Chief of Staff
Los Angeles City Councilmember David Ryu
City Hall: 213.473.2344
sarah.dusseault@lacity.org

Nicholas Greif <nicholas.greif@lacity.org>

Thu, Feb 4, 2016 at 4:32 PM

To: [REDACTED]
Cc: Renee Weitzer <renee.weitzer@lacity.org>, Sarah Dusseault <sarah.dusseault@lacity.org>

Lisa,

Thank you for sending this idea over. We are happy to look into it. As part of our transparency vision for discretionary funds we handle all requests in a standard manner using a single form. If you could fill out the attached and remit to cd4.funding@lacity.org we will be happy to look into the medians.

Best,
Nick

COUNCILMEMBER • DISTRICT 4
DAVID RYU
SERVING OUR NEIGHBORHOODS

Nicholas Greif
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CD4 Discretionary Project Funding Request Form vFV.pdf

363K

